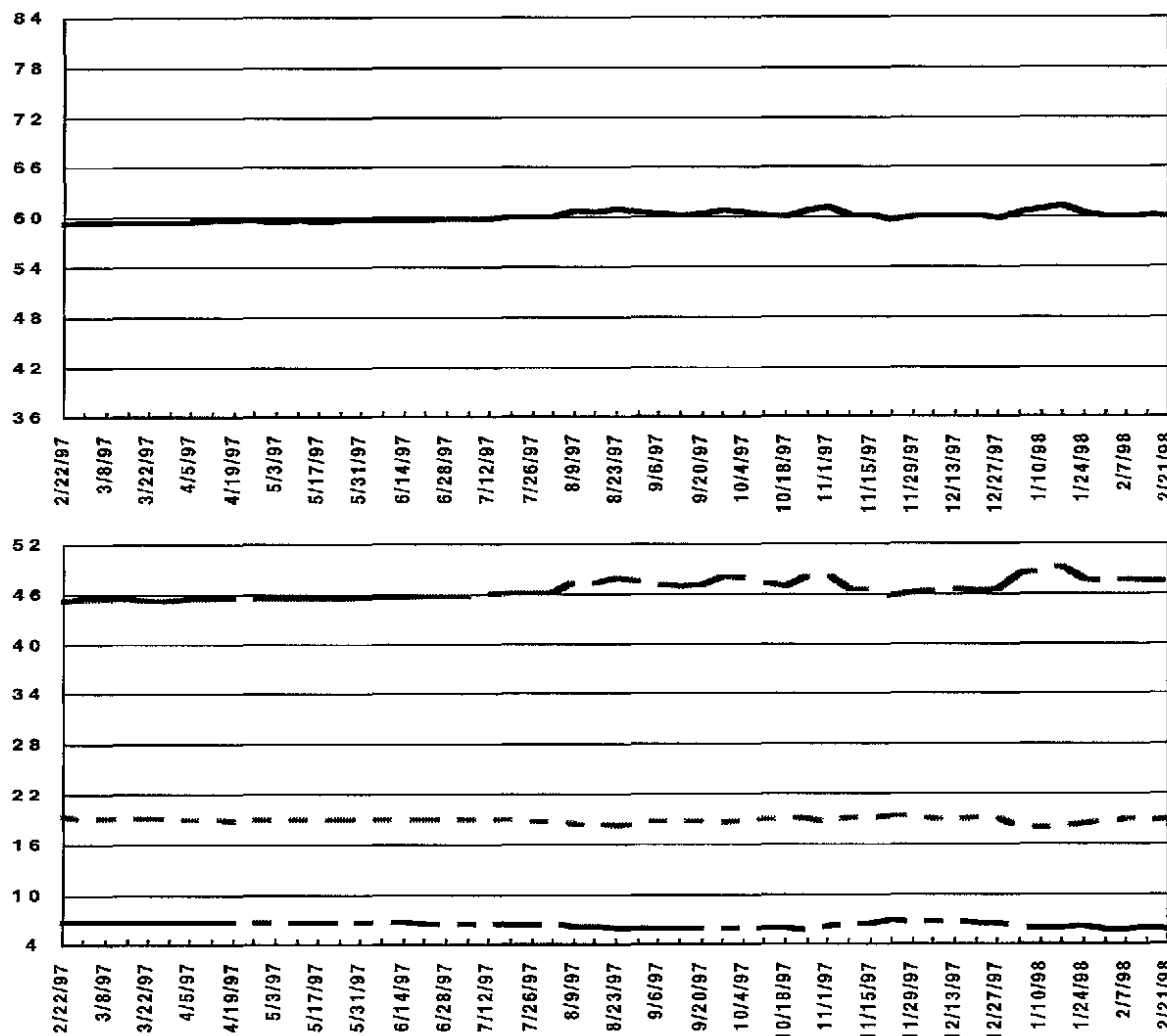
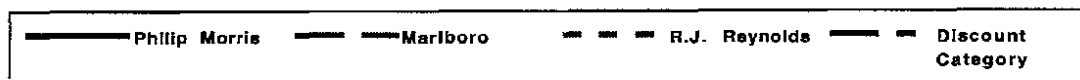


# SOUTHLAND CHESAPEAKE THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	59.87	59.99	60.02	59.99	-0.04
Marlboro	46.62	47.52	46.44	46.81	0.38
OPB	10.48	10.13	11.04	10.47	-0.57
Basic	2.42	2.00	2.20	2.35	0.15
R. J. Reynolds	19.10	18.89	18.91	18.88	-0.03
Camel	6.08	6.16	6.13	6.05	-0.08
Winston	5.57	5.47	4.70	5.42	0.72
Doral	2.26	2.18	2.54	2.31	-0.23
B&W	6.72	6.55	6.98	6.70	-0.28
GPC	0.07	0.03	0.03	0.03	0.00
Lorillard	14.15	14.42	13.89	14.27	0.39
Newport	13.43	13.73	13.12	13.57	0.45
Liggett Group	0.02	0.02	0.02	0.02	0.00
Premium	93.70	94.26	93.61	93.71	0.10
Private Label	0.00	0.00	0.00	0.00	0.00
Avg Ind CPW	181.35	182.86	178.18	172.92	-5.26
Avg PM CPW	108.57	109.70	106.95	103.73	-3.22
Avg Marl CPW	84.55	86.89	82.74	80.95	-1.79
# of Stores	684	684	684	684	0



Source: STARS Store Level Data

Southland Chain Package

2071850182